

Chapter 4 “Client Relationships” Homework

1. What are a few types of questions you should ask the client to help achieve the goal of innovating the business?

- What is the business continuity and infrastructure availability?
- How does the client drive business innovation and improve speed to market and delivery of new products and services?
- What are the considerations to enhance oversights in addressing regulatory requirements?
- How does the client extract greater value from their data?
- Is the client focused on its core competencies?
- How does the client improve their clients' experience?
- How does the client simplify and streamline their core business processes?

2. What are a few types of questions you should ask the client to make better use of resources to be more productive?

- What can be done to improve operating efficiencies and increase business flexibility?
- In today's world of ever increasing threats to the business, how do we increase security and protection of information assets?
- The client has significant investments in IT. How can these be optimized? What about optimizing the value chain?
- How do we assist our clients in their need to protect the privacy of their client and employee information?
- How do we help the client report financial data more accurately?

3. What are the business areas to explore and what does each mean?

- Client management: addresses all interactions between your client and their clients
- Supply chain management: looks at all activity between the clients and their suppliers
- Product or service lifecycle management: tracks all activities about a product or service from the initial creation of the product through its obsolescence
- Technology management: focuses on the use of and spending for information technology to support the business
- Human capital management: involves managing and supporting the employee base across the organization
- Finance and legal: cover fiscal responsibility along with all required reporting regulations

4. Why is your relationship with the client so important?

Clients do not like change and becoming an On Demand Business involves change.
Clients need someone who they trust to lead them along the way.